

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 20, 1998

RJR Account #091800
Mr. G. Burns
CAPITAL CANDY CO., INC.

JULY: WINSTON \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

Dear George:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as 120 SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. (Note: This is not 'pre-sleeved' product.) All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
4	Winston Box	12300-25379
8	Winston Light Box	12300-25380
4	Winston Ultra Lt Box	12300-25381

<u>Product / Premium Arrival:</u>	<u>June 29, 1998</u>
<u>Ship Date to Retail:</u>	<u>Week of: July 13, 1998</u>

<u>Displays (Item #542810)</u>	
<u>SKU CUBE:</u>	1.6113
<u>SKU WT (w/o Product):</u>	3.2200 lbs
<u>Retail Sales Offer per Sku:</u>	20 units

<u>Billing per Sku:</u>	4 Cartons
<u>EFT \$ Amount:</u>	<u>\$4,263.19</u>

PARTNERS 'BONUS' REPORTING DESCRIPTION

WIN JUL \$1/2 PKS

51845 6649

-2-

\$1.00 Off 2-Pack Tear Tape
CAPITAL CANDY CO., INC.

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:

1 Carton: *Winston Box*

2 Cartons: *Winston Light Box*

1 Carton: *Winston Ultra Lt Box*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
Refer to enclosed 'Wholesaler Packing Instructions' for Display Load

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **\$224.00 (16 (6M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: B. Cook

L. E. MacWilliams

Encl: Retail Customer List

Wholesaler Packing Instructions

Winston Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULWIN-1.DOC

51845 6650

BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 2
 DATE: 98-05-20
 TIME: 11:22 AM

 WHOLESALER : 091800 CAPITAL CANDY CO., INC. <DIRECT>
 TEMPLATE : 800750 80700 WIN JUL 51/2-NO
 TEMPLATE SEQ : 0915
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
112201	112227	765984	GETTY MART	510 SABATTUS ST	LEWISTON	ME	04240	1			37065	(207)782-6922
112201	112226	720383	CIVIC CENTER GETTY	210 CIVIC CENTER	AUGUSTA	ME	04330	1			37125	(207)623-1215
112201	112225	754579	VILLAGE VARIETY	FEDERAL ROAD	KEZAR FALLS	ME	04047	2			36072	(207)625-8417
112204	112227	580000	MINI APPLE	245 MAIN ST	SOUTH PARIS	ME	04281	3			36028	(207)743-2708
112204	112227	698841	MEXICO ONE STOP INC	1 HARLOW HILL RD	MEXICO	ME	04257	2			37188	(207)364-3222
112204	112227	754124	FOUR CORNERS	81 LINCOLN AVE	RUMFORD	ME	04276	1			37004	(207)364-2725
112207	112227	956569	LISBON GETTY MART	211 LISBON ST	LISBON	ME	04250	2			37066	(207)353-5969
112208	112225	419588	BOONIE'S INC.	ROUTE 11	SHAPLEIGH	ME	04076	1			38028	(207)636-2600
112209	112225	724939	PATMANS REDEMPTION	95 ROUTE 115	WINDHAM	ME	04062	2			36352	(207)893-2023
112204		790887	NORTHWOODS TRADING	MAIN ST	N STRATFORD	NH	03590	2			16168	(603)922-5114
112204	112227	253441	BEEP-BEEP DELI MART	ROUTE 16	CONWAY	NH	03818	3			37259	(603)447-2250
163802	163825	202944	DAMANETES	LOWER MAIN STREET	CLAREMONT	NH	03743	2			17167	(603)542-2222
163802		104189	PLAINFIELD GEN.STOR	RT 12A	PLAINFIELD	NH	03781	2			17220	(603)675-2900
163802	163827	104989	PLEASANT VALLEY STR	ROUTE 4	CANAAN	NH	03741	2			20068	(603)632-7507
163802		104970	THE LITTLE STORE	55 SCHOOL ST	LEBANON	NH	03766	2			80088	(603)448-3545
163802	163827	717394	FOUR CORNERS GENERA	PO BOX 83	PIERMONT	NH	03779	2			13067	(603)272-9016
163802	163827	230137	CATHI & DONS COUNTR	RR 2 BOX 365	ENFIELD	NH	03748	2			20067	(603)632-4210
163802	163827	613485	PATTERSON GROCERY	ROUTE 10	ORFORD	NH	03777	2			16347	(603)353-4703
163803	163825	712602	JIFFY MART	317 CALAVANT HILL	CHARLESTOWN	NH	03603	2			16333	(603)826-9777
163803	163825	730986	N. WALPOLE GEN STOR	23 CHURCH ST	NORTH WALPOLE	NH	03609	2			25304	(603)445-2055
163803	163825	104114	DREWSVILLE GEN STOR	RTE 123	DREWSVILLE	NH	03604	2			25303	(603)445-5120
163803	163825	104163	JIFFY MART #6	RT 12	WALPOLE	NH	03608	2		1710-0000	25058	(603)445-5055
163803	163825	029104	PELLERINS MARKET	OLD CLAREMONT ROA	CHARLESTOWN	NH	03603	2			16707	(603)826-5203
163807	163826	247457	GILFORD MOBILE MART	1397 LAKE SHORE R	GILFORD	NH	03246	5		2794-0200	30567	(603)524-8014
163807	163826	667008	HANDY LANDING GENER	RR 3 BOX 101B	LACONIA	NH	03246	1			14397	(603)366-2232
163807		105267	MONROE COUNTRY STOR	MAIN ST	MONROE	NH	03771	2			13144	(603)638-2525
163807	163827	773785	LINDA'S ONE STOP	MAIN ST	NORTH HAVERHIL	NH	03774	2			16384	(603)787-6118
163807		643611	SWIFTWATER GEN.STOR	R R 2 BOX 216	BATH	NH	03740	1			13074	(603)747-2316
162201	162323	534821	CADYVILLE GULF	ROUTES 3 & 374	CADYVILLE	NY	12918	1			17159	(518)293-7575
162301		732992	B&D MARKET	132 IRISH SETTLEM	PLATTSBURGH	NY	12901	2			17388	(518)561-9281
162301	162323	409144	MAC'S QUIK STOP	233 S MAIN ST	SAINT ALBANS	VT	05478	2			35031	(802)524-3182
162301	162323	760781	BLOUINS BEVERAGE MK	1 NOYES ST	RICHFORD	VT	05476	2			11257	(802)848-3633
162301	163827	113857	P E ST MARIE'S STOR	MAIN ST	NORTH TROY	VT	05859	1			13032	(802)988-2285
162301		558840	EAST END QUICK STOP	RTE. 7 EXIT 18	GEORGIA	VT	05454	2			35089	(802)527-1088
162301		697126	BEVERAGE OUTLET	75 1ST ST	SWANTON	VT	05488	1			35185	(802)868-5139
162301	162323	760795	J.A. BLOUIN'S MARKE	101 LAKE ST	SAINT ALBANS	VT	05478	2			35072	(802)524-3856
162301	162323	697266	WETHERBYS QUICK STO	75 MAIN ST	RICHFORD	VT	05476	2			11357	(802)848-3550
162301	162323	636320	M&R BEVERAGE	BOX 154	HIGHGATE CENTE	VT	05459	2			35037	(802)868-5271
162301	163829	662806	LAKE ROAD VARIETY	RT. 7	MILTON	VT	05468	2			35285	(802)893-3650
162301	163829	584358	WILSON'S COUNTRY ST	WEST MILTON ROAD	MILTON	VT	05468	2			35091	(802)893-7786
163801	163828	114170	CENTRAL MKT	50 SUMMER ST	BARRE	VT	05641	3			60008	(802)476-4888
163801		113821	TED'S MARKET	CROSS ST	ISLAND POND	VT	05846	2			50109	(802)723-4334

WHOLESALER : 091800 CAPITAL CANDY CO., INC. <DIRECT>
TEMPLATE : 800750 80700 WIN JUL \$1/2-NO
TEMPLATE SEQ : 0915
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163801		673532	BROOKSIDE COUNTRY	339 E MONTPELIER	BARRE	VT	05641	2			50247 (802)476-5560	
163801	163829	743921	CHITTENDEN MILLS BE	RR 2 BOX 27C	JERICHO	VT	05465	2			35061 (802)899-4730	
163801	163828	431453	CONVENIENCE PLUS	44 S MAIN ST	BARRE	VT	05641	2			50137 (802)479-5513	
163801	163827	658712	VITTLES & VARIETY	RR 1 BOX 169B	DERBY	VT	05829	2			50127 (802)766-2205	
163801	163828	410982	CONVENIENCE PLUS	REDEMPTION & DELI	NORTHFIELD	VT	05663	2			50015 (802)485-6498	
163801	163828	088475	BILLING'S MOBIL	ROUTE #100	WATERBURY	VT	05676	2			30016 (802)244-6673	
163801	163829	704600	FAIRGROUNDS BEVERAG	99 PEARL ST	ESSEX JUNCTION	VT	05452	5			11027 (802)878-5377	
163801	163829	704681	SHELBURN DISCOUNT B	1907 SHELBURNE RD	SHELBURNE	VT	05482	2			11052 (802)985-3246	
163801	163828	113886	SMITH'S STORE	MAIN ST	GREENSBORO BEN	VT	05842	2			14008 (802)533-2631	
163802		114154	LYLES SUPERETTE	MAIN ST	WASHINGTON	VT	05675	2			50097 (802)883-2220	
163802		623927	COUNTRY VILLAGE STO	RTE.131	ASCUTNEY	VT	05030	2			80026 (802)674-6902	
163802	163829	114300	PRATTS STORE INC	ROUTE #22 A	BRIDPORT	VT	05734	2			40058 (802)758-2323	
163802	163828	114026	KINGSBURY COUNTRY	RT 100	WARREN	VT	05674	2			17026 (802)496-3366	
163802	163829	086861	SHOREHAM SERVICE CT	ROUTE 22A	SHOREHAM	VT	05770	2		2794-0200	40680 (802)897-8585	
163802	163828	065163	SKIP MART	MAIN ST	ROCHESTER	VT	05767	2		2794-0200	17018 (802)767-3131	
163802		705356	MAIN STREET CASH	192 MAIN STREET	WEST RUTLAND	VT	05777	2			12015 (802)438-9880	
163803	163825	703572	JAKE'S PARK ST MKT	114 PARK ST	SPRINGFIELD	VT	05156	1			16381 (802)885-9177	
163803	163825	759666	JAKES MARKET	181 SOUTH ST	SPRINGFIELD	VT	05156	1			16714 (802)885-5488	

PAGE BREAK TOTAL ACCOUNTS 60 TOTAL QUANTITY 118

TEMPLATE TOTAL ACCOUNTS 60 TOTAL QUANTITY 118

***** END OF REPORT FOR PROMOTION 800750 *****

WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTION

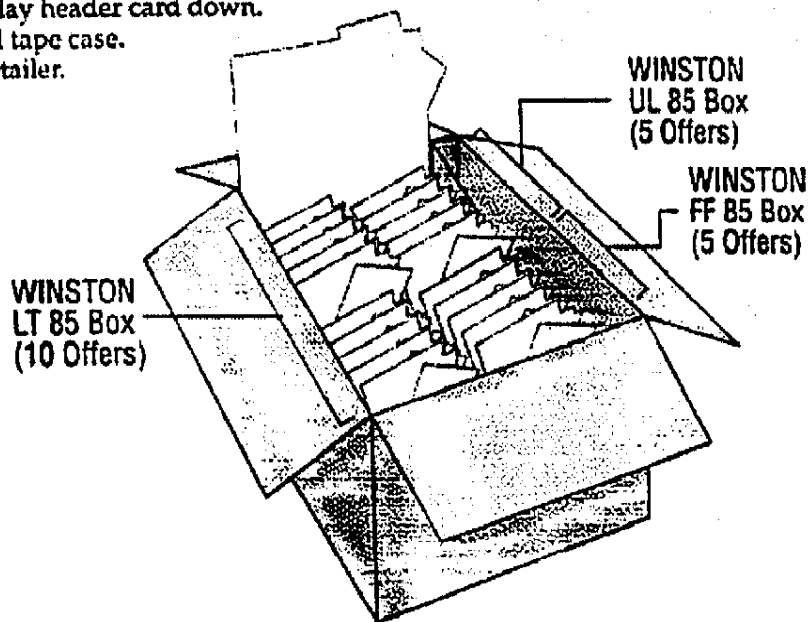
3RD QTR.'98

July Winston \$1 OFF 2 Packs

(Winston Buy 2 Packs Get \$1 Off)

STEPS

1. Open WINSTON \$1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. (10 sleeves will be marked WINSTON LT 85 Box, 5 sleeves will be marked WINSTON UL 85 Box, 5 sleeves will be marked WINSTON FF 85 box.) **DO NOT REMOVE SLEEVES FROM KIT.**
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MSA Promotion Reporting Description: WIN JUL S1 / 2 PKS

Brand Style	Box	LT Box	UL LT Box			
Number of Cartons	1	2	1			

51845 6653

\$1.00 off with 2-pack purchase.

Lose the additives

Save a buck

when you buy 2 packs

- Here's a summer promotion to heat up your sales.
- Proven traffic builder – smokers save a buck with 2-pack purchase.
- Eye-catching packaging highlights full flavor, lights and ultra-light styles.
- Fully integrated support materials include counter display and paster.

Lose the additives

Save a buck

when you buy 2 packs

Lose the additives

Save a buck

when you buy 2 packs

No additives

51845 6654